

To: Davis, Jay[Davis.Jay@epa.gov]
From: Cox, Taylor
Sent: Wed 8/19/2015 8:06:59 PM
Subject: Gold King Mine Twitter Report

Just wanted to let you know these are very rough estimates for the numbers of tweets and the reach and impressions. The numbers between hashtag.org and tweetreach were very different.

Hashtag Analytics Past 24 Hours

Note that a lot of tweets on the subject don't contain specific hashtags.

#animasriverspill

Estimated 500 total tweets

Between 98,000 – 197,000 accounts reached and 115,000 – 230,000 impressions

#animasriver

Estimated 1400 total tweets

Between 134,000 – 268,000 accounts reached and 156,000 – 313,000 impressions

#goldkingmine

Estimated 70 total tweets

Between 16,000 – 31,000 accounts reached and 21,000 – 43,000 impressions

#EPAspill

Estimated 1400 total tweets

Between 400,000 – 800,000 accounts reached and 475,000 – 950,000 impressions

Summary of Tweets

Many of the tweets were just informational. They aren't as negative as they were earlier in the week. Some important people who tweeted today include **Rep. Gosar, Rep Tipton, Sen Udall.**

Sample Tweets:

These are shared here to capture the general tone of the conversation.

Rep. Paul Gosar, DDS @RepGosar

My first read of the day, from @michellemalkin & @townhallcom: Obama's Toxic Environmental Pollution Agency

http://www.realclearpolitics.com/articles/2015/08/19/obamas_toxic_environmental_pollution_agency_127814.h
#EPASpill

Western Govs Assoc. @westgov

"Top priority will continue to be the safety of #Utahns & #wildlife affected"- @GovHerbert on #EPA #AnimasRiver spill <http://ow.ly/QPNGj>

AZ Water Association @AZWater_org

Latest on #AnimasRiver spill, likely to be undetectable in #Arizona #water supply. 0.000071% of Lake Powell volume.

<http://ow.ly/R6f2e>

Mike Bastasch @MikeBastasch

Ben Carson On EPA Mine Spill: Don't Drink The Water <http://dailycaller.com/2015/08/19/ben-carson-on-epa-mine-spill-dont-drink-the-water/> via @dailycaller

Ryan Heinsius @RyanHeinsius

The U.S. Interior Department will lead an investigation of the Gold King Mine waste spill and the EPA's response:

<http://knau.org/post/interior-department-lead-mine-spill-investigation>

Scott Tipton @RepTipton

ICYMI: Coverage in today's @DurangoHerald - Tipton letter to EPA demands answers about Gold King Mine spill

<http://www.durangoherald.com/article/20150818/NEWS01/150819615/0/SEARCH/Tipton-letter-to-EPA-demands-answers-about-Gold-King-Mine-spill>

The Wells Group @TheWellsGroup

#Durango celebrates the reopening of the #AnimasRiver with a boat and bicycle parade!
#DurangoLiving

Tom Udall Press @TomUdallPress

Senate committee to hold hearings on effects of spill <http://bit.ly/1WETmg1> via @ABQJournal
#GoldKingMine #AnimasRiver

Tom Udall @SenatorTomUdall

.@EPA must undergo full review of #AnimasRiver spill. Here are 13 points I want addressed →
<http://1.usa.gov/1K6pNig> #GoldKingMine

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U.S. Environmental Protection Agency